

MAYACAMA



**MAYACAMA COUNTRY CLUB MARKET STUDY  
2019**

## **EXECUTIVE SUMMARY**

Mayacama was founded in 1999 after developer David Wilhelm and his partners purchased 675 acres from Marv Soiland and Peanuts cartoonist, Charles M. Schulz, to create a Jack Nicklaus signature 18-hole golf course. The centerpiece is a 40,000 square foot clubhouse is host to luxurious amenities. Private spa with locker rooms, golf shop, wine grotto with nearly 500 member lockers, separate two story wine cellar, three dining rooms with broad terraces and private rooms. Equally extraordinary is a wine program that includes 35 renowned vintners who are all fellow Members. Tennis, swimming, bocce, a splendid spa, a rich culinary program, a bustling social calendar and a robust Juniors' Program round out the experience. Having nine luxurious casitas and seven three-bedrooms rental villas on site gives Mayacama members an experience to unwind from the city and enjoy the peaceful view at Sonoma.

The new money will be coming from the millennials and there will be 5,000 millennial millionaires made after this year's IPO in Silicon Valley. Millennials are the generation born between 1981 and 1996, age ranges from 23 to 38. The marketing campaign will be targeting millennials in San Francisco, Los Angeles and San Diego. The millennial population in San Francisco is 327,215; Los Angeles has 1,319, 915 millennials and 496,821 millennials in San Diego. Social media marketing and hosting new interesting events are the way to reach the millennial market, because millennials would rather spend money on experience than material. Having golf influencers and fitness influencers at a family friendly event will allow millennials and their family and friends to enjoy their time together. Golf and wine are the spirit of Mayacama, therefore the wine list at Mayacama should also have a spotlight of its own. Have multiple decorative spots for people to take pictures and post on social media for free exposure.

Hosting one open day in Summer that allows maximum 500 members and non-members to come in and have a fun day will raise awareness and let them experience the new Mayacama. Limited tickets will be sold at first come first serve basis. There will be a scavenger hunt game. There will be free workout sessions with the fitness influencers at the gym. Influencers can interact with fans and workout together. There will be golf influencers playing golf with attendees. There will be a mini music festival at night. Taking advantage of the spacious golf course, Mayacama will recreate a mini concert for the night. People can have fun and end the day with a blast.

## **MARKET OPPORTUNITY**

This year's 5,000-plus tech IPO millionaires would surpass the estimated 1,000 millionaires who emerged in 2004 from Google's (GOOG, GOOGL) IPO and the 1,000-plus millionaires in 2012 after Facebook (FB) went public. That this year's crop will surpass those time periods probably isn't surprising given the number of companies marching towards an IPO in 2019. But it does speak to the sheer amount of wealth that's about to flood the San Francisco Bay Area.

Kahramaner projects that up to 2,400 of those tech millionaires could potentially purchase properties priced at \$1 million or under, while on the very high-end, just over 200 millionaires may purchase properties priced \$10 million and over. These purchases will likely drive the local real estate market further. In fact, Kahramaner predicts that no San Francisco property will be priced under \$1 million in five years, as a result.

However, some of these millionaires, many of whom will be millennials, may opt to spend their money on rentals or experiences instead. A Zumper rental survey published last November indicated that 33% of renters now don't believe the American Dream involves home ownership. The company surveyed 5,339 respondents in the U.S. last year across all 50 U.S. states.<sup>1</sup>

Millennials are expected to accrue more wealth by the year 2020 where they are trended to spend \$1.4 trillion. As millennials pay off loans and get better jobs with higher salaries the spending habits are expected to change<sup>2</sup>. Millennials also spend two thirds the amount spent by Generation X and Baby Boomers on entertainment<sup>3</sup>. Millennial shoppers spend \$600 billion in the United States each year. 94% of millennials use coupons and have a preference towards digital formats<sup>4</sup>.

The trait of rather spending money on experiences than buying homes give Mayacama an advantage because Mayacama is about giving excellent customer service to members. Acquiring approximately 200 new Club members from the 5,000 plus millennial millionaires at Silicon Valley would be ideal for the start of tapping into new money.

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<sup>1</sup> <https://finance.yahoo.com/news/lyft-uber-slack-airbnb-ipo-millionaires-123523288.html>

<sup>2</sup> <https://www.lexingtonlaw.com/blog/credit-cards/millennial-spending-habits.html>

<sup>3</sup> <https://www.bls.gov/opub/mlr/2018/article/fun-facts-about-millennials.html>

<sup>4</sup> <https://www.nationalclub.org/clientuploads/regional%20conf%20presentations/Frank%20Vain%20Presentation.pdf>

**Estimate of obtaining millennial members from various cities in California:**

San Francisco millennials:  $327,215 * 0.03\% = 98$

Los Angeles millennials:  $1,319,915 * 0.02\% = 263$

San Diego millennials:  $496,821 * 0.01\% = 50$

**Revamp current events, add new facilities and events, and host competitions aimed to raise awareness via a marketing campaign in millennial market.**

To raise awareness, social media marketing is not good enough on its own. Hosting events at Mayacama targeting the interests of the millennials will bring more awareness. The current events give a good foundation for building on top of it by adding elements that are attractive to millennials. According to McMahon Group and National Club Association<sup>5</sup>, the top five takeaways for club membership are:

1. It is a family affair
2. Look to solve obvious and non-obvious needs in a balanced way
3. Experience over tradition
4. Financial scars and strains are significant; consider alternative membership plans
5. The truly affluent will always be a market for clubs, but high earning dual income households are an expanding target.

But Mayacama is suggested to have more facilities to attract other millennials that are not parents. They are suggested to respond to the needs of younger members.

1. Casual grill dining
2. Casual bars
3. Attractive outdoor and lounging areas
4. Modern, resort-style pools with updated bath house facilities
5. Playgrounds
6. Up-to-date fitness facilities and studio spaces (a big room for people to watch movies together)
7. Youth activities / game rooms
8. Babysitting services
9. Year-round activities, programs and services

Based on the report from McMahon Group and National Club Association, Mayacama is suggested to host and invent new events that are attractive to both families and young adults to penetrate the entire millennial market. The facilities in Mayacama has to be keep up with the latest fitness trends and facilities in order to sustain.

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<sup>5</sup><https://www.nationalclub.org/clientuploads/regional%20conf%20presentations/Frank%20Vain%20Presentation.pdf>

## DIRECT, INDIRECT AND REPLACEMENT COMPETITORS

| Direct   | Indirect  | Replacement   |
|--|---|---|
| <ul style="list-style-type: none"> <li>● The Vintage Club, Indian Wells, CA</li> <li>● The Los Angeles County Country Club, Los Angeles, CA</li> <li>● Monterey Peninsula Country Club, Pebble Beach, CA</li> <li>● The Madison Club, La Quinta, CA</li> <li>● The Reserve Club, Indian Wells, CA</li> <li>● Bel-Air Country Club, Los Angeles, CA</li> <li>● The Riviera Country Club, Pacific Palisades, CA</li> <li>● Big Canyon Country Club, Newport Beach, CA<sup>6</sup></li> </ul> | <p>private golf clubs<br/>Country clubs at lower tier</p> | <p>YMCA, residential community activity, gym, shopping malls, theme parks, any other form of family oriented entertainment, resorts</p> |

<sup>6</sup> <https://clubleadersforum.com/pcoa/the-2018-lists/top-150-country-clubs/>

## MARKET RESEARCH

San Francisco Millennial Population: 327,215<sup>7</sup>

Los Angeles Millennial Population: 1,319,915<sup>8</sup>

San Diego Millennial Population: 496,821<sup>9</sup>

### **Target Market: Millennials (TAM, SAM, SOM)**

TAM: Total demand for product

- Millennial Parents Population in the United States:  $71,000,000 * 0.4 = \mathbf{28,400,000}$

SAM: Segmented Available Market

- Millennial Population in California:  $39,536,653 * 15\%$  (age 20-29) = 5,930,497
- Millennial Population in California:  $39,536,653 * 14\%$  (age 30-39) = 5,535,131
- $5,930,497 + 5,535,131 = \mathbf{11,465,628}$

SOM: Share of Market

- $0.01\% * 11,465,628 = \mathbf{1,146}$

### **Number of Possible New Members from Different Cities in California**

San Francisco millennials:  $327,215 * 0.03\% = \mathbf{98}$

Los Angeles millennials:  $1,319,915 * 0.02\% = \mathbf{263}$

San Diego millennials:  $496,821 * 0.01\% = \mathbf{50}$

If Mayacama is able to acquire 0.03% of the millennial population in San Francisco, there would be 98 new members from San Francisco. Obtaining 0.02% of the millennial population in Los Angeles would have 263 new members and 0.01% of millennial population from San Diego would be 50 new members for Mayacama. Besides the estimate mentioned above, if Mayacama managed to obtain 200 members out of the 5,000 Silicon Valley millionaire millennials after this year's IPO, that is 0.04% of the population among the new 5,000 young millionaires. The total number of 611 new millennial members would be obtained.

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<sup>7</sup> <https://censusreporter.org/profiles/16000US0667000-san-francisco-ca/>

<sup>8</sup> <https://censusreporter.org/profiles/16000US0644000-los-angeles-ca/>

<sup>9</sup> <https://censusreporter.org/profiles/16000US0666000-san-diego-ca/>

## RECOMMENDATIONS

- **Add new membership types and loyalty programs: (refer to p.7)**
  - Wine Memberships
  - Junior Memberships
- **Consider proposed events (refer to p. 7-8)**
  - Free Community event for business owners and wineries to network
  - Wine event at Mayacama to promote the wine list
  - Millennial event
- **Improvements on social media and website (refer to p. 9-10)**
  - Twitter: real time customer loop
  - Instagram: visuals to attract and update the present and future
  - Facebook: add more updated member testimonials
- **Adjust current family events to appeal to early 20s to 30s (refer to p. 11-12)**
- **Give more spotlight to the wine country experience (refer to p. 13-15)**
  - Mention the wine list because the rare wines on the list is the competitive advantage of Mayacama over other country clubs
  - Hire wine influencers to rate the rare wines at Mayacama for exposure
- **Golf Championship and Public Recognitions of golf course (refer to p. 16 - 17)**
  - Collaborate with golf and health & fitness influencers for events to attract millennials to visit
  - Win-win for Mayacama and influencers (profit sharing and exposure)
- **Health & Fitness (refer to p. 18 - 21)**
  - Mention hiking and biking trails, gym, tennis court and swimming pool on the website and social media, so people are aware of the other facilities (p. 18-20)
  - Invest in gym facilities because it will appeal to millennials (refer to p.20)
  - Add yoga to the health and fitness program (refer to p.20)
  - Hire fitness influencers to promote the fitness lifestyle at Mayacama (p. 20-21)
- **Hospitality - Potential new facilities: (refer to p. 21)**
  - Internet cafe with fast wifi for business and leisure
  - Game Room and Bars (inspired by Coin Op Game Room and Emporium SF)
  - Private theaters
- **Case Study of Medinah Country Club in Illinois (refer to p. 22)**
- **Appendix (refer to p. 23-25)**

## **NEW MEMBERSHIP TYPES & LOYALTY PROGRAMS**

### **Wine Membership**

Add new type of membership designed for wine lovers. They can bring family and friends to exclusive wine tasting sessions. Membership price \$20,000 annually. Any person who is 21 or older can become a Wine Member.

### **Junior Membership**

Add a new type of membership designed for those fresh out of college (age 25-35) to capture the youngest millennials. Membership price \$25,000 annually.

### **Loyalty Program for Mayacama Club Members**

Current and new members will earn points for any spending activities at Mayacama. The points vary in every spending activity (attending events, resort reservation, food & beverages, apparells etc.) Once they reach a certain goal, they will have some free deals or good discount on certain purchases. Refer a friend get 10% off. The more friends a member refer, the more discounts they get.

## **PROPOSED EVENTS**

### **Free Community Event**

- Have business owners (restaurants and retail) to meet with wineries at the city of Healdsburg
- Business collaborations in food and beverages
- It can be a legacy if it becomes popular among business owners and wineries spawning collaborations

### **Wine Event**

- Promote the Mayacama wine list at a private event
- Wine influencers meet and greet with club members
- Connect and talk about wine



## Millennial Event

- Get people to come either through social media influence or invite employees and their family members (e.g. managers) of some big companies to attend the event
- Post the event on Facebook and Eventbrite, people can buy tickets directly on Facebook or Eventbrite
- Event tickets will be first come first served.
  - 500 tickets only.
  - \$200 each. (price subject to change)
  - Half price \$100 for children under 12.
- Have multiple iconic spots that makes young people want to take pictures with and post on social media (free marketing)
  - A lifesize Mayacama Logo (crescent moon with leaves)
  - A giant space (a board or poster papers) for people to draw and sign using pens that look like feather quill (another photo opportunity and looks classic)
  - Limited edition souvenirs for participants (New leather yardage book and scorecard covers)
- Innovate golf for the day. Scavenger Hunt Golf Course Game during the day, mini concert during the night
- The Scavenger Hunt Golf Course Game is more targeted to the children, it allows them to run around and parents get a good workout as well.
  - The 18 hole golf course will have clues and riddles about Mayacama's information and history. To accommodate those who may not play golf, there will be mini basketball hoops spread across the golf course as well. Participants may choose their "weapons" (golf or basketball) to obtain all 18 clues to solve the riddle for the game. They can only obtain the clue when they score. Whichever team solves it first is the winner.
  - Everyone can participate in the scavenger hunt game
  - Have fitness influencers host free workout session at the gym. Influencers can interact with their fans and workout together
  - There will be a mini music festival at night. Taking advantage of the spacious golf course, people can have fun and end the day with a blast.
  - If people like this event, this can be a new legacy and become an annual Summer event.
- Get one or more A-list celebrities to perform at the concert (e.g. Beyonce, Cardi B, Migos, Bruno Mars, Maroon 5, Halsey, Khalid, Ariana Grande, Rihanna, Drake etc. )

## IMPROVEMENTS ON SOCIAL MEDIA AND WEBSITE

### Website

- Not user friendly
- Too wordy
- Wine should have its own tap instead of under “CLUB LIFE”
- Show the wine list
- Emphasis on Golf and Wine
- Show all the facilities: Hiking trail, biking trail, swimming pool, tennis court, gym (mention them as well. Have pictures of them.)
- Have a 24/7 chatbot on the website for immediate general requests and questions (e.g. take reservations)

### Social Media (Facebook, Instagram, Twitter)

- Post at least once per day. Average brands post 1.5 times per day
  - use social media management tools such as Hootsuite or Sprout Social
  - Pre-upload content in monthly manner, the system will upload daily automatically
- Use each social media platform slightly different to get the most out of all the platforms
- TWITTER:
  - Be more active on Twitter. The last post was on Jan 30, 2019.
  - Alter tweets with only words and words + pictures
  - Twitter is the best place to have a direct conversation with customers (your followers) it is a real time customer feedback loop and have the highest interactions out of all the social media platforms
  - Many people tweet to companies for their opinions and complaints
  - customer feedback loop (tweets and retweets for exposure, get first hand feedback)
- INSTAGRAM:
  - visuals to attract people, updates for the present and future
  - IG story: the photos are great. Try experiment with animated features (boomerang, superzoom on IG story) to make it more interesting
  - Boomerang: use it when people are making remarkable moves (e.g. golf swings, diving in water)
  - Superzoom: when one object needs to be emphasized
  - Pair with music (don't do it with every IG story. Just a few that goes well with the song.)
  - IG TV: short tutorials on golf and wine tasting. (keep it under 10 minutes, the more concise the better)

- Develop them into a series of episodes
  - Educate people on golf and wine in a fun simple way
- FACEBOOK:
  - Update the “event” session for upcoming events
  - Have more residence club testimonials, they are helpful for people to get a glimpse to what Mayacama is like in a member’s perspective (the last one was in 2015)
  - Add restaurant (food and beverages) in the service tab
- Show facilities, show what people can do there
- Aesthetic (visuals is key)
- Lighting is significant in photos
- Interact with audience (listen to what they say. Understand your customer.)
- Get featured on Golf Digest’s social media
- Promote giveaways
- Drive event participation
- Promote the club to entice guests to visit
- Highlight the brand’s identity. Determine the characteristics and qualities that represent your products and services. Define the brand personality to create content. Brand personality can be expressed via using props and objects that represent the brand.
- Monitor conversion rate with analytics (e.g. Google Analytics)
- Take advantage of Instagram stories for engagement and Instagram TV for tutorials or educational content
- Experiment with the frequency of posting<sup>10</sup> (some posts may cannibalize the likes and engagement from other posts or both posts generate similar amount of engagement)
- Feature user-generated content on Mayacama’s instagram feed
- Monitor hashtags and geotags
- Post events, promotions and competitions
- Hire Social Media Specialists (Please see appendix page for the full list of specialists and social media management companies)

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<sup>10</sup> <https://www.socialsteeze.net/blog/how-often-should-you-post-to-instagram/>

## Adjust Current Family Events to Appeal to Early 20s - 30s

- Suggestions below are to compliment existing events to appeal to young adults, it is not to completely change the nature of any of the family events since families are the core business of Mayacama. Appealing to young adults is rather a derivative product or service of Mayacama.
- The family events are satisfying parents, children and older people, but there is a gap unfulfilled for young adults (age 18-30+)
  - College students - fresh grads from wealthy families to increase the number of young members (e.g. college students from a private university)
  - Early 30s – has more stable income than early 20s but still young and want fun experience, especially those who have not started a family yet
- ***Existing Events with Potentials to Appeal to Younger Members:***
  - Pool-A-Palooza (Memorial Day Pool BBQ & Activities) - May 25-27
    - Young adults love pool parties, especially if there are colorful floats such as unicorn and peacocks shaped floats because this gives them an opportunity to take pictures and post on social media
    - As the young adults post on social media, it is user generated content and the geotag of Mayacama Country Club will give Mayacama free exposure
    - Get young adults as models to promote Pool-A-Palooza on social media (portray it like a pool party visually)
  - Schools Out Party & Color Run - June 8
    - Color Run and Dance Party
    - Fun experience and another opportunity for social media exposure (colorful aesthetics is essential and determines if the young adults would take pictures / videos and post on social media)
  - Independence Day BBQ - July 4
    - Young adults enjoy BBQ parties with family and friends as a means to connect and catch up
  - Drive In Movie - July 27
    - Outdoor movie night on the golf course in warm blankets
    - Fun twist to regular movie time at theaters or private theaters
    - Experiment with different movie night themes: Bestie’s Movie Night, Girl’s Movie Night or Guy’s Movie Night etc.
    - Romantic outdoor movie night for young couples on a golf course under the stars watching their favorite movies

- End of Summer Celebration - August 31 - September 2
  - Pool and BBQ Party
  - Market as the best summer party to end the season
  
- Family Halloween Party - October 26
  - Young adults love dressing up for Halloween as well
    - especially young girls for posting on social media
  - Haunted House at Mayacama (night time event for teenagers to adults)
    - Take pictures with staff dressed up as spooky Halloween figures (i.e. Vampires, Werewolves, Zombies, Death Reaper, Ghosts etc.)
  - Night Out at Mayacama
  - Vampire refreshment booth
    - Halloween themed culinary

## **WORLD-CLASS WINE EXPERIENCE**

### **More Spotlight on the Wine Experience at Mayacama**

- People can add wine tasting to their weekend plans as they may enjoy more active activities during the day such as hiking and biking. Wine tasting is a nice way for people to unwind at the evening and enjoy the taste of the rare wines only available at Mayacama
- Pairing the world-class wine list with the culinary program by Executive Chef Scott Pikey would give the best wine and dine experience to club members
- Vintner Members participate in a competition called “Vintner’s Cup” in May, where the Vintner members become the “pros” in a pro-am event that features a draw party to see which winemaker will play in which group, and tee prizes are magnums of the region’s finest

### **World - Class Wine at Mayacama’s Vintner Program**

- 35+ Robert Parker Rated 90+ points Vintner Members
- Monthly Winemaker Dinners
- Complimentary “First Friday Pour” Monthly Wine Tastings
- All Vintner Pour Event in May
- Fall Vintner Pour Wine Event
- Unbeatable Pricing
- Access to Hard-to-Find & Rare Wines
- Special Tastings at certain vintner member wineries
- Preferred access to vintner member wine clubs
- 750 Wines on the Wine List

### **Special Wines By The Glass**

- Chardonnay
  - 2014 Peter Michael, La Carriere, *Sonoma Coast*
  - 2016 Kistler Vineyard, Vine Hill Vineyard, *Russian River Valley*
  - 2015 Kongsgaard, *Napa Valley*
  - 2014 Stonestreet, Upper Barn, *Alexander Mountain*
  - 2015 Staglin, *Napa Valley*
- Pinot Noir
  - 2015 Cirq, Treehouse, *Sonoma Coast*
  - 2014 Kosta Browne, *Russian River Valley*
  - Littorai, Platt Vineyard, *Sonoma Coast*
  - 2016 Nuits Saint George, Aux Boucots, 1er, Côte de Nuits, *Burgundy*

- Other Red Varietal
  - 2012 Syrah, Carlisle, Papa’s Block, *Russian River Valley*
  - 2014 Zinfandel, Pezzi King, Hunny Hill, *Dry Creek Valley*
- Italian Varietals
  - 2011 Brunello di Montalcino, *Toscana*
  - 2013 Super Tuscan, Ornellaia, *Toscana*
- Cabernet & Blends
  - 2012 Bond Estate, Pluribus, Spring Mountain, *Napa Valley*
  - 2012 Dana Estate, Hershy Vineyard, Howell Mt, *Napa Valley*
  - 2012 Joseph Phelps, Insignia, *Napa Valley*
  - 2013 Verite, Le Joie, *Alexander Valley*
  - 2014 TOR, Herb Lamb Vineyard, *Napa Valley*
- Dessert
  - 1999 Royal Tokaji Wine Company, True Essencia, *Zemplen Mountains*
  - 2008 Royal Tokaji Wine Company, Red Label, 5 Puttonyos, *Zemplen Mts.*
  - N.V. Taylor 20 year Tawny Porto, *Doro Valley*

## **Name List of Wine Influencers<sup>11</sup>:**

### **Jessica Altieri**

- Altieri is certified as a Water Sommelier and the host of “Wine Conversations with Jessica Altieri” on the revoLver Podcast platform. She helps wine brands, wine PR firms, and wine lifestyle brands position their products in front of targeted audiences to promote engagement, brand awareness, and sales by creating dynamic social media lifestyle campaigns as well as live events and promotions. She works with Winemakers, Retail Executives, Marketing & PR Executives and also with Wine lifestyle partners- hotels, fashion & travel.
- Instagram: @winechanneltv
- Twitter: @winechanneltv

### **Kelly Mitchell**

- Mitchell is an award-winning Napa Valley Journalist who loves to explore scores of wine varietals across the globe. She runs her own website. The Wine Siren where she shares the stories of wine creators, farmers, winemakers & artisans. She travels a lot and gains more knowledge of wine-making techniques and varietals.
- Instagram: @kellymitchell
- Twitter: @KellyMitchell

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<sup>11</sup><https://sommelierschoiceawards.com/en/blog/insights-1/top-wine-influencers-in-2019-you-need-to-pay-attention-to-123.htm>

### **Jancis Robinson**

- Robinson is one of the top wine influencers and the editor of the book *The Oxford Companion to Wine*. She is also a wine judge & a reviewer. She travels all over the world to explore different wines and talks about them on her website and social media platforms.
- Instagram: @jancisrobinson
- Twitter: @JancisRobinson
- Website: <https://www.jancisrobinson.com/>

### **Jeff Kralik**

- Kralik started the blog [the drunken cyclist](#) in 2012. During summer, he used to explore various wine regions like the Loire Valley, Burgundy, Provence, Alsace, Bordeaux, the Dordogne, the Jura, and Champagne. He was fascinated by history, culture, tradition & stories of the producers. His blogs feature wineries, recipes, details of retailers, and various other fun articles.
- Instagram: @thedrunkencyclist
- Twitter: @masi3v

### **Luiz Alberto (#winelover community)**

- Luiz Alberto is a Boston based blogger & the founder of the editorial [Wine Hub](#) as well as the [#WineLover](#) online community. He judges international wine competitions and uses social media to share his passion for wine. The Wine Hub features various content related to Wine & Food, Wine Tasting, etc. It has also various blogs related to wines.
- Instagram: @1winelover
- Twitter: @TheWineHub

### **Alder Yarrow**

- Alder Yarrow is a California based US wine & restaurant blogger. His wine blog *Vinography* is one of the highly famous websites. It has various content which features Wine Reviews, Restaurant reviews, Book reviews, Wine news, images, etc. He is considered one of the top 20 influencers on social media.
- Twitter: @vinography
- *Vinography* website: <https://www.clickableimpact.com/>



## GOLF

### **Star Recognitions of the Mayacama Golf Course**

- Ranked #15 Modern Classics by Golf Digest
- Top 100 in the US by Golf Digest
- California Top 10 by Travel & Leisure
- Top 100 Modern Classics by Golf Magazine

### **Top Golf Experience**

- 6,761 yard layout
- With a slope of 150, no corners on course
- Course rating: 73.8
- Club competitions are called “Championships” rather than “tournaments” to help define how special the occasions are

### **Mayacama’s Championship Program**

- Ongoing series of special event occurring throughout the year
- Golf competitions kick off in March with the St. Patrick’s Day Fourball
- Vintner’s Cup takes place in May
- The annual Schulz Celebrity Golf Classic, benefiting Sonoma County Children’s Charities featuring celebrities will take place in late Spring
- Highlight of the Year is the Men’s and Women’s Club Championship
- Memorial Day Weekend is the date for the Mayacama Cup, the Club’s annual Match Play Championship

### **Name List of Golf Influencers<sup>12</sup>**

- **Tania Tare**
  - Professional Golfer. 170k Instagram followers.
  - Business inquiries: [taniatare@windowslive.com](mailto:taniatare@windowslive.com)
  - Instagram: @taniatare63 / Twitter: @taniatare
- **Patrick Koenig**
  - Golf enthusiast. Photographer of numerous golf courses and golf players.
  - Founder of RGV tour. (tours of golf courses) <http://www.pjkoenig.com/golf-blog>
  - 77.9k Instagram followers
  - Instagram: @pjkoenig / Twitter: patrickjkoenig
  - Email: [patrickjkoenig@gmail.com](mailto:patrickjkoenig@gmail.com) / [patrick.koenig@sprint.com](mailto:patrick.koenig@sprint.com)

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<sup>12</sup> <https://www.golfdigest.com/story/11-golf-instagram-accounts-you-arent-following-but-should-be>

- Phone: 812-455-3577
- **Rick Shiels**
  - PGA Golf Coach and Golf Professional who creates Youtube videos to help people with their golf game. Based in UK.
  - Instagram: @rickshielspga
  
- **Josh Kelley**
  - Instagram: @holein1trickshots
  - Business inquiries: Josh\_inquiries@golfstars.agency
  
- **Golf Digest**
  - Monthly magazine on everything Golf
  - Instagram: @golfdigest

## HEALTH & FITNESS

### Mayacama Hiking Trail

- 2 mile trail round trip to a glimpse into Sonoma County's unique ecosystem and natural beauty
- Diversity of landscapes from gentle, creek-lined valleys to rolling hills and sweeping ridge top vistas
- At the crest of the northern ascent are views east to the Mayacama Range and Mount St. Helena and west over Santa Rosa to the Coastal Range



### Biking

- The biking roads are one of the best in all of Northern America
- To south and west loops roll to the Pacific
- To north and east, cyclists can configure rides from a leisurely jaunt into Healdsburg to longer loops exploring vineyards in the Anderson and Dry Creeks Valleys.
- Biking is amazing in all seasons, especially in spring when the hills yellow with mustard blossoms. Autumn is a great season as well when the leaves turn and the smell of the harvest of the wine country spread across the atmosphere

## **Spa Therapy & Treatments**

- Inspired by the holistic centers in Europe
- Mayacama has the area's finest therapists and themed around natural scent and essential oils of native California organics: rosemary, lavender and sage
- One may choose an indoor service or a massage on an outdoor terrace. Couples can reserve a private room for two.

### ***Massage Therapy***

- Mayacama Signature Therapeutic Massage
- Prenatal Massage, Reflexology, Energy Work
- Massage for Two

### ***Sports Massage Therapy***

- Pre and Post Event Massage
- Rehabilitative
- Conditioning
- Personal Training

### ***Body Remedies***

- Himalayan Hot Stone Renewal
- Ultra-Moisturizing Body Butter Wrap
- Spirit of the Sea Mud Wrap
- Mayacama Native Grains Rejuvenation
- Oligomer Sea Mineralizing Scrub
- Mind and Body Balance Restoration
- True Grit Deep Body Therapy
- Mayacama Spa Retreat

### ***Face Treatments***

- Bright & Tight Facial
- Hydration Sensation Facial
- Gentleman's Rejuvenation Facial
- Instant Firm and Lift Facial
- Quick - Fix Facial
- Eye Treatment (facial add on)
- Brow, Chin and Lip Waxing

### ***Add on Extravagant Enhancement to Any Treatment***

- Mini Face Boost
- Mayacama Foot Ritual

- Hair and Scalp Rescue
- Sea Mud Detox (included in regular treatment time)

## Yoga

- Yoga is a popular exercise that helps with your physical and spiritual well being.
- Hosting free yoga classes weekly (once or twice per week)
- Health benefits of Yoga is endless
- Hire local yoga trainers around the Sonoma neighborhood
- Have a Yoga Day where members can all do yoga together with instructors
  - If people like it, Mayacama can offer yoga classes to members

## Outdoor Swimming Pool

- Standard size
- One lap lane

## Tennis Court

- Two full size tennis courts (78 feet X 27 feet)

## Gym

- Treadmills
- Weights
- Weight machines
- Basic equipments
- Invest in gym facilities because it will appeal to millennials
  - Invest in HIIT equipments

## Name List of Health & Fitness Influencers<sup>13</sup>

- Cassey Ho<sup>14</sup> - Blogilates #1 Female Fitness Channel (Business inquiries: [sam@blogilates.com](mailto:sam@blogilates.com)) 4.5 Million Youtube subscribers<sup>15</sup> (Instagram: @blogilates) (Full length POP Pilates, PIIT28 and fun Bootcamp Sculpting workouts to Top 40 Hits with certified fitness instructor Cassey Ho)

<sup>13</sup> <https://izea.com/2019/02/20/top-fitness-influencers/>

<sup>14</sup> <https://www.blogilates.com/>

<sup>15</sup> <https://www.youtube.com/user/blogilates/about>

- Melissa Alcantara, best known for being Kim Kardashian's personal trainer. She has 829k Instagram followers (Instagram: @fitgurlmel). Business inquiries: [vic@fitgurlmel.com](mailto:vic@fitgurlmel.com) Creator of the 8 Week Body Sculptor (workout plan + meal ideas)
- Rachel Brathen. Yoga teacher. (Instagram: @yoga\_girl) 2.1 million Instagram followers. [info@yogagirl.com](mailto:info@yogagirl.com)

## **HOSPITALITY**

- 9 one bedroom Casitas (840 sqft)
- 7 three bedroom residence (2,700 sqft)
- 4 new villas under construction and will be completed in a month
- Additional 9 villas will be built in the future
- 1/10 Fractional Ownership or Full Ownership of Properties
- Internet Cafe with fast wifi
  - Casual area for young people to relax and chit chat
  - Work stations for those who need to concentrate and work
  - Inspired by coffee shops (Joe and the Juice)
  - Play nice music (chill, relaxed pop music)
  - Have a music manager that hand pick all the songs being played in the internet cafe
- Game Room & Bars (inspired by Coin Op Game Room and Emporium SF)
  - Children can play games with their parents
  - Early 20s can play games, compete with friends and drink wine or cocktails
  - Bars will provide non-alcoholic drinks for those under 21 or who prefer not to consume alcohol.
    - Nutritious fresh blended juice is a big trend
- Private theaters (spacious room for family and friends to watch movies together)

## CASE STUDY OF MEDINAH COUNTRY CLUB IN ILLINOIS

**Robert Sereci<sup>16</sup> (GM/COO of Medinah Country Club)**

**Email: [rsereci@medinahcc.org](mailto:rsereci@medinahcc.org)**

Sereci modernized the Medinah Country Club first by understanding the history of the club and then focus on “how do we become a little more relevant and hip with a younger crowd?” Sereci realized he needed a symbol that represents community and food trucks are popular in the east coast. It became a natural solution to buy a food truck and custom wrapped it to fit the brand image of the country club. Sereci mentioned that people joining country clubs is an emotional decision, not logical decision. Therefore, branding and storytelling is significant for country clubs to attract new members.

“The entire winter we built pads where we park our food truck right by our racquet center where it's three-four days a week in the winter, and three-four days by the golf learning center. It's adjacent to the entrance where members can now just walk from the learning center, get their food, and go back inside where we have a bar in both locations. So, it's practical but we also, from a marketing perspective, got a lot of attention. At Medinah, if you do anything golf-related, people expect that. You're not wowing anybody. But anything that we do that is not golf-related, we seem to get a lot of attention and this was no different.” - Sereci.



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<sup>16</sup> <https://blog.storytellermn.com/ccm/medinah-country-club>

## APPENDIX

### **Appendix A: Social Media Management Companies**

#### **SeedX - Digital Growth and Web Design**

We offer the following services:

- 360 Marketing: email marketing, Facebook/Instagram campaign strategy + management, YouTube ad strategy + management, Google AdWords strategy + management, Amazon optimization, SEO and content creation
- Web Design and Development
- Web Hosting
- Business Development + Marketing Consulting
- Website: <https://seedx.us/>

#### **Clickable Impact - Digital Marketing**

- Facebook Ads Strategy
- Specialties:
  - Copywriting
  - Social Media Management
  - Digital Media Marketing Strategy
  - Conversion Optimization
  - Web Design
  - Email Marketing
  - Paid Advertisement
  - SEO
- Website: <https://www.clickableimpact.com/>

### **Appendix B: Social Media Specialists<sup>17</sup>**

#### **Miguel Cerda Jr. - Photographer and Social Media Specialist**

- 2012-2015: he started a medical cannabis delivery service company but left the company in 2015 due to industry saturation
- Learned photography and social media marketing during his time in the cannabis industry
- 2018: he started his latest venture on content creation and social influence marketing service centered around his unique photography style
- Website: <https://miggyfromthebay.com/>
- Instagram: <https://www.instagram.com/miggyfromthebay/>

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<sup>17</sup> For more details of each social media specialists, please visit their LinkedIn profile as listed above.



- LinkedIn: <https://www.linkedin.com/in/mcerdajr/>

### **La Juanda Denny - Digital Marketing and Social Media Specialist**

#### ***Core Competencies***

- Broad range of experiences in Fortune 50 High Technology and start-up companies
- Proven track record of driving revenue growth with product launches and B2C messaging
- Lead Marketing teams creating revenue-generating messaging programs and digital campaigns
- Studying Social Media and Marketing Automation systems.
- In-process to secure Google Ads, Google Analytics, and Facebook certifications.
- Proficient with Marketo, Tableau, and SEO tools.
- LinkedIn: <https://www.linkedin.com/in/lajuandadenny/>

#### ***Work Experience***

- Marketing Content Manager at Hedge Trackers (2017-2018)
- Contractor, Content Coordinator at Silicon Valley Bank (2016-2017)
- Director, Monetization and Marketing Operations at Digital Delivery Networks, Inc. (2009-2015)
- Director, Product Marketing at Digital Delivery Networks, Inc. (2007-2009)

### **Lauren Dyer- Social Media Specialist**

- LinkedIn: <https://www.linkedin.com/in/ldlaurendyer/>
- Social Media and Content Manager at Pinrose (Oct 2017-Present)
  - Influencer Relationship Management
- Communication and Development Specialist at San Francisco Arts Commission (June 2016-Sep 2016)
- Marketing Associate at Mural Music and Arts Project (2015-2016)
- Marketing and Design Intern at Stanford Arts (2014-2016)
- Marketing Intern at The Contemporary Jewish Museum (2010-2011)

### **Katherine "Klassy" Goldberg - Social Media Specialist**

- LinkedIn: <https://www.linkedin.com/in/klassy/>
- I'm a full stack marketer with over 5 years of experience in social media strategy and management, community management, content strategy, and influencer marketing for

consumer audiences. I'm looking to make a significant impact in the media and tech industry, following successful roles at Google, Refinery29, 500px, and Fandor. I was a finalist for Best Use of Instagram at the 2016 Shorty Awards for my work on a social media campaign with BBC Earth.